

## OUR PHILOSOPHY












The advertising philosophy at **AutoSuccess** is to match quality vendors with those on the front lines of the automotive sales field. By working together, we believe that all three parties — **AutoSuccess**, our advertising partners and our readers — can benefit, grow and prosper into the future.

## MAGAZINE ADVERTISING DETAILS & RATES

**AutoSuccess** offers our advertising partners packages with various lengths of commitment and other options. Whether you are an established company looking to maintain and extend your branding and message, or a smaller company looking to make your presence felt in the market, we have you covered. All of our magazine advertising commitments — large or small — come with opportunities for an editorial submission, a podcast interview, web and eNewsletter banners, a company profile page, and priority placement of submitted press releases for our eNewsletter.

**AutoSuccess** is printed using an offset process and is saddle-stitched, with a trim size of 8.375" x 10.75", and an image area of 7.875" x 10.25". Copy for bleed pages should not exceed the image area, unless you desire it to extend off the page and be trimmed. We print in four-color process (CMYK). **AutoSuccess** is not responsible for the appearance of submitted ads that do not meet the above specifications.

### ROP DISPLAY RATES & SIZES

	1X	3X	6X	12X	18X	24X
 Cover* (including cover story)	\$15,995					
 Back Cover*	\$8,418	\$8,017	\$7,635	\$7,271	\$6,925	\$6,595
Inside Front Cover*	\$7,014	\$6,680	\$6,362	\$6,059	\$5,770	\$5,495
Inside Back Cover*	\$6,375	\$6,071	\$5,782	\$5,507	\$5,245	\$4,995
Full page*	\$3,822	\$3,640	\$3,467	\$3,302	\$3,145	\$2,995
 *8.375 x 10.75 Live Area .25" inside trim Full Page Bleed, add .25" all sides past trim						
 Two-page Spread *8.375 x 10.75 Live Area .25" inside trim Full Page Bleed, add .25" all sides past trim	\$11,481	\$10,934	\$10,413	\$9,917	\$9,445	\$8,995
 1/2 page Horizontal 7.375 x 4.875	\$1,658	\$1,579	\$1,504	\$1,432	\$1,364	\$1,299
 1/2 page Vertical 4.875 x 7.375						
 1/3 page Horizontal 7.375 x 3.25	\$1,148	\$1,093	\$1,041	\$991	\$944	\$899
 1/3 page Vertical 2.35 x 10.25 Live Area 2.35 x 10.25 Bleed, add .25" to top past trim						
 1/4 page Horizontal 7.375 x 2.4375	\$893	\$850	\$810	\$771	\$734	\$699
 1/4 page Vertical 3.6875 x 4.875						
 Strip 7.375 x 1.25	\$637	\$607	\$578	\$550	\$524	\$499

## MAGAZINE INSERTS & GATEFOLDS

The following are additional advertising opportunities aside from the normal options listed on the previous page. Dimensions and requirements can be provided upon request.

		1X		
	<p>Gatefold — Front Cover Begins as a 2-page spread. Page A opens to the left to reveal a 3-page spread</p>	<p>\$13,645</p>	<p>Four full pages, appearing after the cover. Flip-out to the left. Dimension available upon request.</p>	
	<p>Gatefold — Back Cover Begins as a 2-page spread. Page B opens to the right to reveal a 3-page spread</p>	<p>\$13,645</p>	<p>Four full pages, appearing before the back cover. Flip-out to the right. Dimension available upon request.</p>	
<p>8-page Mini Magazine Insert - Large or Small Printed separately. Folded, stitched and tipped into an available form within the larger <i>AutoSuccess</i> magazine</p>		<p>Large \$14,695 Small \$12,595</p>	<p>Eight pages created to look like a magazine, printed on 60-pound stock. Dimension available upon request.</p>	
<p>16-page Mini Magazine Insert - Large or Small Printed separately. Folded, stitched and tipped into an available form within the larger <i>AutoSuccess</i> magazine</p>		<p>Large \$17,845 Small \$15,745</p>	<p>Sixteen pages created to look like a magazine, printed on 70-pound stock. Dimension available upon request.</p>	

## MECHANICAL REQUIREMENTS

**AutoSuccess** currently uses Adobe CC version Macintosh layout and photo products, including InDesign, Photoshop and Illustrator. Electronic files, size permitting, can be e-mailed to the creative director, Thomas Williams at [twilliams@autosuccessonline.com](mailto:twilliams@autosuccessonline.com). Files can also be compressed, if needed, using Stuffit (.sit) or Zipit (.zip). If a file is too large to e-mail, we will provide file transfer information upon request. DVD or CD media can be mailed if needed.

**AutoSuccess** would prefer files be submitted in a high-resolution PDF format, to limit issues with fonts and linked images. We will also accept InDesign, Photoshop and Illustrator formats that are compatible with CC. Please include with the original file any fonts or images associated. It is also acceptable to change fonts to outlines to avoid any substitution issues. **AutoSuccess** is not responsible for fonts that do not accompany or are not embedded correctly. All photos or images associated with ads or editorials should be at least 300dpi in CMYK four-color process.

For any questions about these requirement or information on file transfers, contact ad services coordinator, Katelyn Mueller at [kmueller@babcox.com](mailto:kmueller@babcox.com), or creative director, Thomas Williams at [twilliams@autosuccessonline.com](mailto:twilliams@autosuccessonline.com).

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